BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

PAGE: 1
DATE: 97-11-26
TIME: 02:57 PM

PROMOTION : 800017 DORAL CONV/GAS-B2G1F - FEB '98 PROMOTION SUMMARY REPORT
DRIVE PERIOD: 80200

	NO OF ACCOUNTS	TOTAL SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION					
VAP					
CHAIN	1,737	2,076	43,596		
INDEPENDENTS	1,491	2,353	49,413		
VAP TOTAL	3,228	4,429	93,009		
NON-VAP					
CHAIN	94	102	2,142		
INDEPENDENTS	229	271	5,691		
NON-VAP TOTAL	323	373	7,833		
TOTAL CHAINS	1,831	2,178	45,738		
TOTAL INDEPENDENTS	1,720	2,624	55,104	TOT COMMITTED:	100,842
TOTAL ACCOUNTS	3,551	4,802	100,842	TOT REMAINING:	100,842-

****

'Old Non-VAP

51852 5493

Source: https://www.industrydocuments.ucsf.edu/docs/qmnn0000

DORAL (continued)

- February - Pack Outlet Pack Promotion

  Buy 2 packs get 1 free with name generation insert (excludes regions - Boston, New York, Buffalo, Detroit, N. California, S. California, Seattle in pack outlets).

  - Promotion targeted for Retail partners.
  - Designed to generate competitive trial among adult savings brand smokers.
  - Generate competitive names for DORAL & Co.
  - Promotion will arrive at direct accounts pre-sleeved. Each white carton will contain 3-B2G1F offers and 1 live pack.
  - 21 total offers per SKU.
  - Sleeves will be style specific to enhance presence of promotion at retail.
  - All gratis product will have complimentary tear tape.
  - VAP ship date to retail accounts is week of February 16, 1998.

- February - Pack Outlet Pack Promotion

  Buy 1 pack get 1 free with name generation (following regions only - Boston, New York, Buffalo, Detroit, N. California, S. California, Seattle).

  - Promotion targeted for Retail Partners.
  - Designed to generate competitive trial among adult savings brand smokers due to the low purchase requirement (1 pack) and high value of promotion.
  - Generate competitive names for DORAL & Co.
  - Promotion will arrive at Direct Account pre-sleeved. Each white carton will contain 5-B1G1F offers.
  - 20 offers per SKU.
  - Sleeves will be style specific to enhance presence of promotion at retail.
  - All gratis product will have complementary tear tape.
  - VAP ship date to retail accounts is week of February 16, 1998.

- February - CTS Outlet Pack Promotion - All Regions

  Buy 2 packs get 1 free with name generation.

  - Promotion targeted for Retail partners.
  - Designed to generate competitive trial among adult savings brand smokers.
  - Generate competitive names for DORAL & Co.
  - Promotion will arrive at direct accounts pre-sleeved. Each white carton will contain 3-B2G1F offers and 1 live pack.
  - 21 total offers per SKU.
  - Sleeves will be style specific to enhance presence of promotion at retail.
  - All gratis product will have complimentary tear tape.
  - VAP ship date to retail accounts is week of February 16, 1998.

Source: https://www.industrydocuments.ucsf.edu/docs/qmnn0000

51852 5495

First Quarter 1998
February C/G Pack DORAL B2G1F (13 Regions)
Promotion #800017
Offers/SKU: 21
#536510 POS/Display Kits (1/SKU)

Not 16XX

	Region	# Offers	#536510 (1/SKU) POS/Dply Kit	Total 6M Cases	Lt 85	Lt 100	Lt Mthl 100	FF 100	Ul Lt 100	Lt Box 100	FF Box 100	Lt Box	FF Box	Mthl Box	Lt Mthl	FF 85	FF Mthl
1300	Philadelphia	81,900	3,900	910	260	260	260	130									
1700	Pittsburgh	149,310	7,110	1,659	474	474	474	237									
1800	Cincinnati	305,550	14,550	3,395	970	970	970	485									
	Total NESA	**536,760**	**25,560**	**5,964**	**1,704**	**1,704**	**1,704**	**852**									
2100	Winston-Salem	382,410	18,210	4,249		1,214	607	1,214	1,214								
2200	Atlanta	212,940	10,140	2,366		676	338	676	676								
2300	Florida	335,160	15,960	3,724		1,064	532	1,064	1,064								
2600	Dallas	260,190	12,390	2,891		826	413	826	826								
2900	Richmond	154,980	7,380	1,722		492	246	492	492								
	Total SSA	**1,345,680**	**64,080**	**14,952**		**4,272**	**2,136**	**4,272**	**4,272**								
5800	Houston	316,890	15,090	3,521		1,006	503	1,006	1,006								
	Total WSA	316,890	15,090	3,521		1,006	503	1,006	1,006								
6200	Chicago	131,040	6,240	1,456		416	416	416	208								
6300	Minneapolis	141,120	6,720	1,568		448	448	448	224								
6600	Denver	150,570	7,170	1,673		478	478	478	239								
6900	St. Louis	178,920	8,520	1,988		568	568	568	284								
	Total MWSA	**601,650**	**28,650**	**6,685**		**1,910**	**1,910**	**1,910**	**955**								
	GRAND TOTAL	**2,800,980**	**133,380**	**31,122**	**1,704**	**8,892**	**6,253**	**8,040**	**6,233**								

NOTE: 21 offers per SKU (each carton contains 3 pre-sleeved B2G1F offers and 1 live pack; each 6M case contains 90 pre-sleeved offers and 30 live packs)

sgr035/ccd
10/10/97

Source: https://www.industrydocuments.ucsf.edu/docs/qmnn0000

51852 5496

First Quarter 1998
February CTS Pack DORAL B2G1F
Promotion #800019
105 Offers per Store (5 SKUs of 21 each)
#536744 CTS POS/Display Kit (1/SKU)

	Region	# Offers	#536744 (1/SKU) POS/Dply Kit	Total 6M Cases	Lt 85	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	Lt Box 100	FF Box 100	Lt Box	FF Box	Mthl Box	Lt Mthl	FF 85	FF Mthl
1100	Boston	5,670	270	63	18	18	18	9									
1200	New York Metro	3,150	150	35	10	10	10	5									
1300	Philadelphia	5,040	240	56	16	16	16	8									
1600	Buffalo	8,820	420	98	28	28	28	14									
1700	Pittsburgh	8,190	390	91	26	26	26	13									
1800	Cincinnati	22,680	1,080	252	72	72	72	36									
	Total NESA	53,550	2,550	595	170	170	170	85									
2100	Winston-Salem	20,790	990	231		66	33	66	66								
2200	Atlanta	15,750	750	175		50	25	50	50								
2300	Florida	17,010	810	189		54	27	54	54								
2600	Dallas	34,650	1,650	385		110	55	110	110								
2900	Richmond	20,160	960	224		64	32	64	64								
	Total SSA	108,360	5,160	1,204		344	172	344	344								
5100	N. California	5,670	270	63						9	18	18	18				
5400	S. California	8,820	420	98						28	28	14	28				
5600	Seattle	15,120	720	168						24	48	48	48				
5800	Houston	11,970	570	133		38	38	38	19								
	Total WSA	41,580	1,980	462		38	38	38	19	61	94	80	94				
6200	Chicago	20,160	960	224		64	64	64	32								
6300	Minneapolis	33,390	1,590	371		106	106	106	53								
6600	Denver	57,960	2,760	644		184	184	184	92								
6700	Detroit	18,270	870	203		58	58	58	29								
6900	St. Louis	20,160	960	224		64	64	64	32								
	Total MWSA	149,940	7,140	1,666		476	476	476	238								
	GRAND TOTAL	353,430	16,830	3,927	170	1,028	856	943	601	61	94	80	94				

NOTES:
1) 21 offers per SKU (each carton contains 3 pre-sleeved B2G1F offers and 1 live pack; each 6M case contains 90 pre-sleeved offers and 30 live packs)
2) Allocations based on 5 SKUs per CTS outlet

sgr035/ccd
10/10/97

Source: https://www.industrydocuments.ucsf.edu/docs/qmnn0000

February Workplan Logistics (DTS 2/2/98 - 2/27/98)

Not 16XX

	① DORAL B1G1F (Pack Outlets)	②③ DORAL B2G1F (Pack Outlets)	③ DORAL B2G1F (CTS Pack)	④ DORAL B1CG5F (CTS Carton)
1. Selling/Execution Detail				
Promotion Details	DORAL B1G1F "pre-sleeved" product offer includes DORAL & Co. name generation (7 regions).	DORAL B2G1F "pre-sleeved" product. Offer includes DORAL & Co. name generation (13 regions).	DORAL B2G1F "pre-sleeved" product. Offer includes DORAL & Co. name generation.	DORAL Buy 1 Carton Get 5 Packs Free. Offer includes DORAL & Co. name generation.
Display Size/Load	20	21	105 (5 SKUs 21 each)	160
Offer/Materials - Item #	Display/POS Kit #536645	Display/POS Kit #536510	Display/POS Kit #536744	CTS 15-Carton Kit #536813 CTS POS Kit\ #536822
Includes	Counter display preassembled, large paster	Counter display preassembled, POS Card	Counter Display preassembled, POS Card	Carton Kit contains 20 15-pack cartons POS Kit contains 2 Header Cards, 2 Side Cards, Paster
SKU Packing	1	1	1	20/SKU-Carton Kit 1/SKU-POS Kit
Recommended Displays	in SKU	in SKU	in SKU	#527951 CTS 8-Case Display or Retailer Promotional Shelving
2. ROU Detail				
Promotion #	800018	800017	800019	800021
Allocations Available	10/13	10/13	10/13	10/13
Model Available	11/3	11/3	N/A	N/A
Allocation Adjustments to Model	11/3 - 12/5	11/3 - 12/5	N/A	N/A
Templates Available	12/8	12/8	N/A	N/A
Value-Added Transfer Deadline	12/12	12/12	12/12	12/12
First Order Date	12/15	12/15	12/15	12/15
First Delivery Date to Direct Accounts	1/5/98	1/5/98	1/5/98	1/5/98
Reporting Dates	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3
Placement Reporting	DOR FEB B1G1F	DOR FEB B2G1F	DOR FEB CTSB2G1F	DOR FEB CTS CTN
Promotional Packaging UPC	12300-23797	12300-23850	12300-23850	12300-23852
Product UPC	Lts 85-24960 Lts 100-24961 FF 100-24962 Lts Mthl 100-24963 Ult Lts 100-24964 Mthl 100-24965 FF Box-24966 Lts Box-24967 FF Box 100-24968 Lts Box 100-24969 Mthl Box-24970	Lts 85-24971 Lts 100-24972 FF 100-24973 Lts Mthl 100-24974 Ult Lts 100-24975	Lts 85-24971 Lts 100-24972 FF 100-24973 Lts Mthl 100-24974 Ult Lts 100-24975 FF Box-24976 Lts Box-24977 FF Box 100-24978 Lts Box 100-24979	Lts 85-21861 Lts 100-24987 FF 100-24988 Lts Mthl-24989 Lts Mthl 100-24990 FF 85-21859 Ult Lts 100-24991 FF Box-21773 Lts Box-21774 FF Box 100-24992 Lts Box 100-24993 Mthl Box-24994

① DORAL B1G1F Regions: 1100, 1200, 1600, 5100, 5400, 5600, 6200, 6700.
DORAL B1G1F will be pre-sleeved in Winston-Salem. Each carton will contain five B1G1F offers. Each 6M case contains 150 offers. Direct account should place four pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is same as B2G1F ($4.90 per 6M promotional case).

② DORAL B2G1F Regions: 1300, 1700, 1800, 2100, 2200, 2300, 2600, 2900, 5800, 6200, 6300, 6600, 6900.

③ DORAL B2G1F will be pre-sleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack. Each 6M case contains 90 offers per case plus 30 live packs. Direct accounts should place seven pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is $14 per live 12M case to place cartons in preassembled display and ship. This equates to $4.90 per 6M promotional case.

④ DORAL February B1CG5F promotional sleeve is identical to January $7.50/15 pack sleeve. Gratis product will arrive at direct accounts in plain white cartons. Direct accounts to load one live carton and five gratis packs into 15-pack sleeve. (each SKU contains 20 carton sleeves.) Each 6M gratis case contains 60 five-pack offers. All gratis product will have complimentary tear tape.

51852 5497

Revised: 10/30/97

Source: https://www.industrydocuments.ucsf.edu/docs/qmnn0000

WHOLESALER PACKING INSTRUCTIONS

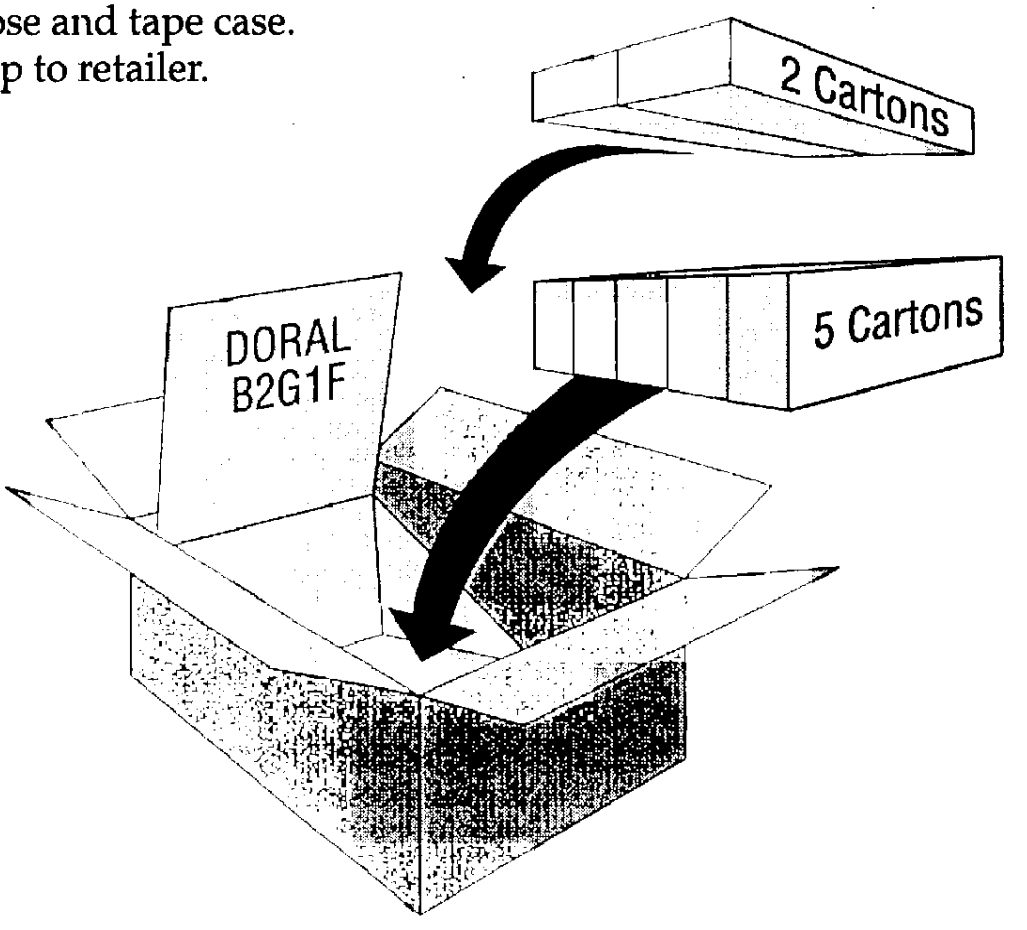
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B2G1F

(Buy 2 Packs Get 1 Free—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



51852 5498

Item: # 536510 – Pack Outlets
Item: # 536744 – CTS Pack
Description: DORAL B2G1F Display/POS kit

Brand Style	Light	Lt 100	Lt Men 100	FF 100	Ult Lt 100	
Number of Cartons						

Source: https://www.industrydocuments.ucsf.edu/docs/qmnn0000